***Curriculum Vita*****2025**

**Athareh Ayashi**

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***EDUCATIONAL BACKGROUND:***

2019 – 2024, Ph.D. in Human Geography, **Urban Planning**, University of Tehran, Iran. GPA: Excellent score, Thesis Topic: Geomarketing Models in businesses of urban tourism destinations

Supervisor: Dr, Ahmad Poorahmad, Dr. Hasanali FarajiSabokbar, Dr Saeed Zanganeh, Dr Fabio Carbone

2009 - 2012 M.Sc. in Human Geography, **Tourism Planning**, University of Tehran, Iran. M.Sc. GPA: 19.25 out of 20; Thesis Title: Risk assessment of Tourism system development Process in Khoramabad; Supervisor: Dr. Hasanali FarajiSabokbar, Dr Mohammad Salmani

2004-2009 B.Sc. in **Cartography, GIS & Remote sensing**, University of Tehran, Iran. B.Sc. GPA: 16.37 out of 20, Final Project: Tourism Smart Atlas programming in Tehran By VB6 & Arc Object

1. Sep 1.st to Sep. 20th 2023*,* **Gansu International Fellowship Program**, Lanzhou, China
2. Nov 1 1.st Nov 30th 2021, **Knowledge C0-Creation Program “Tourism Development Policies”**, JICA & Research Institute of Reginal and Urban Planning
3. Oct 12, 2019 to Mar 07, 2020, **Development and Promoting Community-Friendly Policies**, University of Kansas & Community Tool Box

***RESEARCH INTERESTS:***

* Urban tourism and cultural sites
* Sustainable development Tourism
* Community based tourism in urban and rural area
* Woman empowerment in urban and rural communities
* Applied GIS in urban and rural studies
* Smart tourism in urban area
* Geography of Tourism
* Interdisciplinary Studies

***Computer Skills***

* ESRI Product (ArcGIS & Arc GIS Pro), Geoda, Earth Google
* QGIS
* Python Programming
* Quantitate Research Method (Atlas ti)
* Authodesk Map
* SPSS
* MCDM Methods
* Microsoft Office package (ICDL)

***Language Proficiency***

* Farsi: Native
* English: Fluent
* Spanish: Intermediate
* Arabic: Elementary

***Work Experience:***

***Manager Assistan*t**: Cultural heritage, Tourism and handicrafts Ministry, Tehran, Iran,2017 -Present

Strategic team for Iran Tourism Development Document, 2018

Planning team of quality and process management, 2019

Data Analysis of tourism statistics, 2020 - present

***Analysis Expert:*** Corporate in tourism studies of Identify Bahabad Geopark Area, 2024

***Academic Teaching:*** Shahid Gholami University, Arak, Iran (Tourism and Hospitality), 2013 Courses: (for BSc)

Hotel reservation and hospitality

***Academic Teaching:*** Payam Noor university & Noavaran Company, Arak, Iran (2010-2011)

Geography Information System

***GIS & Map Expert:*** Management and Planning Organization of Iran (GOV), Tehran, Iran (Population Census Project), 2008 – 2009

GIS operator and developer

***GIS & Map Expert*:** Naghshe Jahan pars consulting engineer, Tehran, Iran, 2012-2013

 Providing GIS of detailed city plan of Rasht

 Environment Rehabilitation and reconstruction of Siahbishe dam

***GIS & Map Expert***: Mehr group mountain climbing, Arak, Iran, 2009 – 2010

 Surveying, GIS ready, GIS analysis and exploration of Dena and Zardkooh glacier

***GIS & Map Expert***:

 Drawing tourist maps of Sistan Balouchestan Province of Iran, Tourism Impressions of Sistan Balouchestan, Rene Rossignaud, February of 2018

 Tourist map, Ardakan, Ahle Iranam group, 2021

 GIS & Cartography of Geotourism map, Ardabil Province, 2022

 3D Model map of Iran Unesco world heritage, World heritage book, 2023

***Travel Agency*:** Elit Seir Iranian travel agency, Tehran, Iran, 2013-2017

 Marketing and advertising management (Internet, social marketing and design website)

***Article reviewer:***

Review contribution, Journal of Technological and Economic Development of Economy

Review contribution, August 2020, Journal of Habitat International

Review contribution, Journal of Strategic Studies of Public Policy, Iran

***Award:***

**Top Cited Article** in 2023 “Improving the urban heritage based on a tourism risk assessment using a hybrid fuzzy MADM method: The case study of Tehran's central district” - 2021 – 2022, Wiley Publication

**Publications:**

**Part I: Publications in International Conferences and Journals:**

1. Athareh Ayashi, Hasanali Faraji Sabokbar, Ahmad Pourahmad, Saeed Zanganeh, Fabio Carbone. **Analyzing Urban Tourism Patterns: Uncovering Insights into Tehran Accommodations through APRIORI Algorithm Mining,** Tourism Planning & Development Journal, Under review
2. Hosseini, A, Pourahmad, A, Ayashi, A, Tzeng, G-H, Banaitis, A, Pourahmad, A. **Improving the urban heritage based on a tourism risk assessment using a hybrid fuzzy MADM method: The case study of Tehran's central district**. J Multi-Crit Decis Anal. 2021; 1– 21.

(Top Cited Article 2021 – 2022, Wiley Publication)

1. Pourahmad, A., Ayashi, A., Sabet Eghlidi, M., Ayashi, R., & Shahi, A. (2021). **Learning policy in public policy of tourism by process approach**. Journal of Tourism Planning and Development, 10(38), 165-197.
2. Faraji Sabokbar, Hasanali, Athareh Ayashi, Ali Hosseini, Audrius Banaitis, and Nerija BANAITIENe. **Risk assessment in tourism system using a fuzzy set and dominance-based rough set.** Technological and Economic Development of Economy, Vol. 22, No. 4, (2016): 554-573.
3. Pourahmad Ahmad; Ayashi Raziyeh; Hosseini Ali; Ayashi Athareh. **Assessment of Green Supplier Choosing in Tourism, A case study of 4\* and 5\* Tehran Hotels**, International Journal of Cultural and Digital Tourism, Vol. 2, No. 2, (2015): 17-27
4. Ayashi, Athareh; Akhondi. G, M; Ayashi, R; Mirzaeeghale, F. **Ecotourism for obtaining sustainable economic income**. As speaker. Congress of Advances in Hospitality and Tourism Marketing and Management, Turkey, Bogazic University, 19-24 June 2011, Vol.5, 546 – 550 (published in proceeding book).
5. Athareh Ayashi, Raziyeh Ayashi, Ezzatollah Ghanavati, **identify risk criteria in tourism development in Iran**, Kharazmi University,Tehra, Iran, October 2013.
6. Athareh Ayashi., Raziyeh Ayashi., & Mehrdad Sarhangi. **URBAN TOURISM POLICY BY USING PROBLEM ANALYSIS METHOD (CASE STUDY: TEHRAN CITY).** As speaker. 10th ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT, Italy, Sapienza University, 3-7 July 2023, 231, (published in proceeding book).
7. Athareh Ayashi & Fabio Carbone, **Geopolitics of tourism. Equality spatial analysis of tourism resources and attractions: the case of Tehran Province,** Invtur 2024 conference
8. Ahmad Pourahmad, Hasanali Faraji Sabokbar, Fabio Carbone, Saeed Zanganeh Shahraki, Athareh Ayashi, **Analyzing Urban Tourism Patterns: Uncovering Insights into Tehran Accommodations through APRIORI Algorithm Mining,** Tourism planning and development journal,Peer review

**Part II: Publications in Iranian Conferences and Journals:**

1. Faraji Sabokbar, H; Salmani,M; Ayashi, Athareh. **Risk assessment in tourism system process**, Geography & natural disaster, Vol. 2(6), (2013): 123- 140 (ISC index)
2. Keshavarz Mahnaz, Ghadiri Masoum Mojtaba, Ayashi Athareh, Sarparsat Hossein. **Analysis of Sustainable Tourism Development Strategies Based on the Internal-External Matrix Model and SWOT Analysis (Case Study: Khorram Abad)**, Geographic Space Vol. 16(54), (2016): 21-46
3. Pourahmad, A., Ayashi, Athareh., Sabet eghlidi, Mohammad., Ayashi, Raziyeh,. Shahi, Aref,. (2021), **Learning policy in public policy of tourism by process approach,** Tourism Planning and development, Vol. 10(38), 165-197
4. Hataminejad, H, Ayashi, A, Shahi, A, Imani, R, [**Analysis of Spatial Factors Affecting Immigrants Locating Using Forecasting Method by Decision Tree (Case Study: Mashhad, Iran)**](http://jvfc.ir/article-1-40-en.pdf), JFCV. 2020; 1 (2) :1-18
5. Sarparast. H; Ayashi, A. **Feasibility of Meighan wetland ecotourism capabilities using SWOT & ANP, 2nd Combating desertification and desert wetlands of Iran**, Arak Azad University Congress in Iran, 2011, Vol.1, 146- 156
6. Ayashi, Athareh; Akhondi.G. M; Pourahmad, A; Ayashi, R. **A survey in handicrafts development in Qeshm**. 6th national congress of Persian Gulf, Kish. 2009. (published in proceeding book).
7. Ahmad Arjmand, Athareh Ayashi, **Estimating of Economic- tourism value of the historical mosques in Naghshe Jahan square of Isfahan and analysis of the factors affecting Visitors willing to pay using contingent valuation method (CVM)**, The second congress of mosques and Islamic world, 2013.
8. Athareh Ayashi, Hasanali Faraji Sabokbar, Ahmad Pourahmad, Saeed Zanganeh, Fabio Carbone. **Presenting an intelligent web scraping method (crawling) to analyze the online opinions of users of residences in Tehran,** the journal of urban tourism, accepted paper
9. Hasanali Faraji Sabokbar, Athareh Ayashi, Ahmad Pourahmad, **Presenting a geomarketing model (spatial market analysis) of customer satisfaction in urban tourism accommodations (Case study: Tehran city),** Journal of geography and urban planning, accepted paper
10. Hasanali Faraji Sabokbar, Athareh Ayashi, Ahmad Pourahmad, Saeed Zanganeh, **A Proposed Recommendation Model for Online User Reviews of Tehran Accommodations Using Adaptive Neuro-Fuzzy Inference System (ANFIS)**, Journal of Geography and urban development space, peer review
11. Aghamohammadloo, Fayyaz. Shahmoradi, Reyhaneh. Ayashi, Athareh,. Torabi, Zabih. Faraji Sabokbar, Hassanali. Darban Astaneh, Alireza. [**Exploring Online Data to Analyze Tourist Satisfaction with Eco-Lodges (Case Study: Zanjan Province)**](https://hsmsp.modares.ac.ir/browse.php?a_id=79093&sid=21&slc_lang=en&ftxt=0)**,** [The Journal of Spatial Planning and Geomatics](https://hsmsp.modares.ac.ir/index.php?sid=21&slc_lang=en), Accepted paper

**educational Workshop:**

1. 3th workshop of Ecotourism, 8 hours, Tehran, Iran, 2009
2. 1th workshop of Birds watching, 8 hours, Tehran, Iran, 2010
3. Tourism Brand, 2 days, University of Barcelona, Spain, held in Tehran, 2010
4. Customer relationship management workshop (CRM), 8 hours, Tehran, Iran, 2012
5. Photography in historical attractions and the monuments, 15 hours, Tehran, Iran, 2013
6. Tourism, Hydrology and historical monuments of workshop, 8 hours, Tehran, Iran, 2013
7. Travel agency management of short course, Tehran, Iran, 2012\_score: 83/100
8. Tour operation management course, Tehran, Iran, 2013- score: 81.1/100
9. 4th International Internet marketing economy and Urban tourism conference, Tehran, Iran, 2014
10. scientific conference “New approaches to improving the quality of tourism services in the tourism industry of Iran”, 4 hours, Tehran, ICHTO, Iran, 2018
11. scientific conference “Tourism marketing, Branding”, 4 hours, Tehran, ICHTO, Iran, 2017
12. Course of Python Programming, Tehran Faculty of Engineering, Iran, 2018
13. Workshop of Startups, Research Institute of cultural heritage & tourism, Iran, 2018
14. Workshop of Green Jobs Training, 26-28 Jun 2018, ILO, Ministry of cooperative, labour and social welfare
15. Workshop of developing and promoting community friendly policies, October to march 2020
16. support and participation in T.H.E. Summit (The tourism, Hospitality & Events Global Higher Education Leadership Summit) 2021, co-organized by the department of tourism and hospitality management and the U.s - Asia center for tourism & hospitality research and Temple university
17. International Conference on Responsible Tourism and Hospitality (ICRTH),” Rebuilding Tourism for the Future through Sustainable Development” 27-28 May 2021
18. Course of Community-based facilitation in NGO’s, 2021, 17 hours theories and 20 hours interaction and practical in workgroups, Cultural & sustainable house

***Extra Curriculum and Volunteering Activities:***

Local community facilitation, Consultant to local business, Cooperation with Environmental and

Cultural Heritage NGO’s Network

Workshops, Webinars, and Many other social involvements.

***General Interest:***

Travelling, reading Novel Books, theatre, walking, sport, computer and Internet, photography

I am full of energy and active in reaching my goals.

Two references:

1. Fabio C arbone

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1. Hasanali Faraji Sabokbar

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